

Creating Effective Tools for Promoting Your Organization and Park

Sue Lonergan
Island Alliance



Step One: Assessment



- Take Inventory
 - Who are you?
 - What do you do?
 - What resources do you have?
 - Why does it matter?
 - Who can help?

Who Can Help You



- Identify potential partners
- Who has similar or complementary goals?
- What are they doing?
- What resources do they have?
- How can you work together?
- Why will they want to work with you – and how will each of you benefit?

Potential “Partners” and what they can bring



- Similar organizations
 - Their members/constituents
 - Events
 - Publications
 - Databases
 - Websites
- Board members/individuals
 - Professional Services – financial, design, logistical
- Media
 - Public Service Announcements
 - Editorial

Building a Program



- Select the right tool for the job; match the mission
- Set Expectations, as well as goals
 - Raising Awareness
 - Building/ Attracting an Audience
 - Fundraising

Setting the Timeline



- Begin at the end...and work back.
- Set important milestones.
- Identify key deliverables.
- Identify responsibility for, and resources required, for each deliverable.
- Identify where the gaps in the plan are; be sure to fill them, or adjust plan.
- Build in ongoing measurements so that there can be midcourse adjustments.

Outreach



- Build your database
 - Always be building, each event, every relationship can build the database
 - Keep your database current and well maintained – it's valuable!
- Free Calendar listings
 - On the Web
 - Newspaper
 - Community Calendars
 - Other Organizations publications, websites

Important Tools



- Websites – absolutely essential for your program
 - Every message you deliver should reference your web site and drive people to it.
 - Keep websites updated and current to encourage return visits.
 - E-mail marketing – reach your constituents immediately and cost-effectively.
 - One option: www.constantcontact.com – as low as \$15 a month for e-mail newsletters.

Press Releases



- Create a press list
 - Know your contacts! Make sure you contact them the way they prefer (e-mail, regular mail).
- Create a great message – get it noticed
 - Who/What/Wherebut more important is WHY!!
 - Why should they care? What does it matter?
 - Make sure your release tells them.

Printed Materials



- Create inexpensive materials for handouts and leave-behinds
 - One option: www.rushflyers.com – 5,000 4"x9", 4 color brochures for \$160.00!
- Share distribution
 - Partners, libraries, committee meetings, other events
- Cross pollinate – you distribute theirs, they distribute yours.
- Always create a “call to action” on every piece- make it clear what you want them to do.
- Drive your audience back to your website, always!

Post-Event or Program



- Be sure to create institutional memory –
- File every item created for the project, in paper or electronic form – or both.
- Have a post-program analysis meeting – assess what worked and what didn't.
- Capture it all in a post-event report. You think you'll remember everything. You won't.
- This makes it easier to assign future programs or projects to other staffers; you've created a playbook.

Thank you!



Sue Lonergan
Vice President, Strategic Development
617-223-8676
slonergan@islandalliance.org